

SUMMER 2016

For Good



This story and more, inside:

The Scanning 'Revolution' Your Generosity Made Real

How you brought a miracle diagnostic machine to Tri-City that's first in SoCal... page 3



Funded by you: timely medical education talks like Don Teater’s “The Illusion of Opioids” this past May keep Tri-City physicians and support staff at the forefront of patient care.

Leading the nation with physician seminars on pain management, thanks to you:

America's Reversible Epidemic & The Illusion of Opioids

From degenerative arthritis to back trauma, pain affects millions of Americans – and reports show we’re living longer with it. See how your generosity brings up-to-the-minute, continuing education to Tri-City physicians, in a look at May’s presentation on the fallout from prescription opioid painkillers...

He’s been called an “addictionologist.” And when guest presenter Donald Teater, MD – medical advisor to the National Safety Council and internationally known expert on opioid addiction – showed Tri-City

physicians and other staff how pharmaceutical distribution of morphine alone has increased six hundred percent in just ten years in the U.S., it’s clear he’s a man on a mission.

Teater isn’t the only one advocating for reduced opioid

prescribing and suggesting scientifically proven options for managing pain. Derived from the same opium poppy as heroin, drugs like hydrocodone, morphine, oxycodone, and fentanyl – the powerful drug that killed rockstar Prince – have been the subject of a recent FDA advisory panel endorsing mandatory training for doctors who prescribe opioid painkillers.

Because of your generosity, Tri-City Hospital Foundation is able to fund ongoing medical talks like Teater’s presentation, “The Illusion of Opioids,” keeping Tri-City caregivers at the forefront of opinion and practice... and helping spark discussion, address timely issues, impact patient care, and save lives. Thank you! ■

An Early NICU Thank-You to... YOU!

Halfway mark reached: Funds are now in place to begin Phase I of the Neonatal Intensive Care Unit renovation. We couldn’t have made it this far without your help. Thank you!

Many of our nurses have 30 or more years of experience. When we’re busy they arrive early and stay late — no one has to ask them to do it. The NICU is family. We have the cream of the crop here the minute the baby needs us. **I hope we can move on to Phase II of the renovations**

and finish the expansion. We need the space.” — Tri-City Medical Center neonatologist Hamid “Dr. Mo” Movahhedian, MD ■

Pictured right: Privacy for families with critically ill or premature babies, and vital added space for the NICU team to work, in this model of the neonatal intensive care rooms to be built in Phase I thanks to you. ▶

A dad's final words. The son who heard them. The doctor who listened. And you...

Marathon Man, Emerging

Before David Tweedy's dad died of complications from diabetes, he gave his son six words of wisdom. "Don't let this happen to you." The emotion in David's voice reveals the depth of that family bond. But his reasons for training with Tri-City Medical Center's Lucky 13 team for the Carlsbad Marathon is clearly driven by something sweeping: a love of humankind.

"If I can be an example..."

Tweedy, a clinical psychologist working with seniors and long-term healthcare communities, is candid about his journey. "Being 40 pounds overweight, taking more and more medications, I needed something that could pull me back. When I heard about Lucky 13, I knew. There are a lot of men and women out there who are struggling with weight, with blood pressure, with diabetes. So if I can be an example, not just for me but for others, I knew that would be worthwhile."

He turned to his TCMC cardiologist, Dr. Karim El-Shereif, for guidance. "I thanked him for helping stabilize my health, and told him about the marathon. Right away he was on board with getting me in shape and off medications under his supervision. He's even going to be there at the starting line to cheer me on. We want to make the most of this for other people that have cardiovascular issues."

That's where you come in. Every day, your support of Tri-City Hospital Foundation is building a place where great physicians like Dr. El-Shereif want to practice. And through neighbors like David Tweedy, you're touching lives across North County. **Thank you for caring! ■**

Follow David Tweedy's footsteps to race day in his blog at www.facebook.com/TriCityMedicalCenter.

“ I told Dr. El-Shereif about the marathon. Right away he was on board with getting me in shape and off medications under his supervision.” — David Tweedy



Dr. Karim El-Shereif, cardiologist



Do you know a Tri-City NICU baby?

Join us for the 30th Annual NICU reunion and catch up with old friends:

Saturday, September 10th

11:00am – 3:00pm

Tri-City Medical Center

RSVP online today at

tricityhospitalfoundation.org/events/

Ultimate diagnostic tool first in SoCal, because of you:

The Scanning 'Revolution' Your Generosity Made Real

When Tri-City's radiology team needed to replace their outdated CT scanner, your donations to the Foundation gave them a miracle machine that can "see" bones and organs...

Tri-City's radiology department knew the time had come. One of their existing CT, or computerized tomography, scanners – needed to be replaced, leaving them with only one scanner to support the entire, and always busy, emergency department. After careful study, a request was made to administration for a 128-slice machine. It was up-to-date and affordable. Yet as they would soon discover... it was about to be overshadowed.

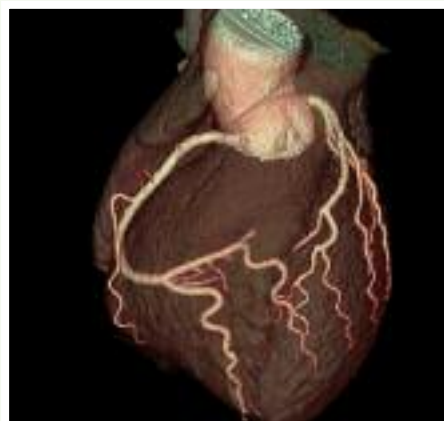
Radiology revolution

A 512-slice CT scanner called the Revolution – an x-ray system that creates cross-sectional images called "slices" so precise they capture a beating heart in stunning detail and with greatly reduced radiation – had become available. As Steve Young, Imaging Director at Tri-City Medical Center, explains, "It's like a scanner on steroids, and also has a much larger opening for bigger patients. We were so excited, and administration was too. We'd have the first one

operational in Southern California. But our enthusiasm was tempered when we learned the cost increase for this ultimate diagnostic tool was \$500,000."

You, as superhero

Young continues his story with a professional joy that is unmistakable. "Enter Tri-City Hospital Foundation – like superman – an amazing group of dedicated community folks and business people, to help us make up the difference and bring the 512-slice scanner on board. I think the president, Glen, must be a closet CT technologist because he maintains a very advanced



Split-second scanning captures the human heart in a single beat.

THE FUTURE OF IMAGING YOU BROUGHT TO TRI-CITY...



About the New, Supporter-Funded Revolution CT Scanner:

- **Smart Dose** reduces radiation up to 82%
- Up to **50% quieter** for patients with noise sensitivity
- **Split-second scanning:** capture human heart in a single beat
- **4D diagnostic imaging** including blood flow and organ motion

Thank you!

understanding of the technology and how dramatically it can improve our diagnostic capabilities and care to Tri-City patients."

Long story short, the new scanner is here! And in the end, that's what it's about: your incredible support of the Foundation, advancing technology for the people you love and for Tri-City medical professionals... and keeping world-class healthcare close to home. Thank you so very much for donating! ■

FOR ALL THE MEN YOU CARE ABOUT, IT'S —

A Chat with Urologist Dr. Jason Phillips

Male urologic functions like enlarged prostate and erectile dysfunction, says Tri-City M.D. Jason Phillips, are too often considered “conversational taboo.” Here, towards the good health of all the men you care about, Dr. Phillips speaks out...



Tri-City Board Certified urologist Jason Phillips, MD, wears his heart on his sleeve. “I have a special interest for men’s health because the topics around it are too often thought of as ‘conversational taboo.’ If there was one thing I could say to men to improve their health – and to women, for the men they love – it would be to talk about it with friends, with spouses or significant others, with their doctors. So often I hear from patients that they started a conversation on the golf course and were surprised by how many of their friends suffer from the same symptoms. You are not alone.”

One in five men

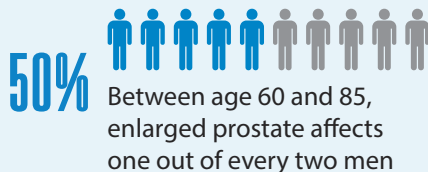
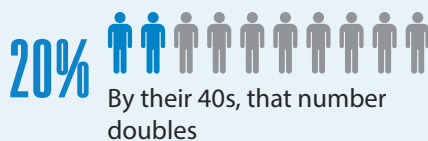
Statistics prove Dr. Phillips is right. One in five men suffer from erectile dysfunction. And more than half of older men have BPH (Benign Prostatic Hyperplasia) – also called an enlarged prostate, and often accompanied by

uncomfortable symptoms. As a staff physician and surgeon at Tri-City Medical Center, Phillips is eager to spread the word that the old invasive methods of treatment can, for many men, be avoided with a simple in-office procedure. And in his work at North Coast Urology in Oceanside, Jason Phillips MD is there to offer that

“My passion has always been to help other people,” says Tri-City Board Certified urologist and MBA Jason Phillips, MD. “I hope my career will one day impact the evolution of medicine.”

help, and more: he offers an array of treatments for both men and women, including Urolift, laparoscopic surgery, and the da Vinci robotic surgical system.

Benign Prostatic Hyperplasia (enlarged prostate)



Source: 1-3. Benign Prostatic Hyperplasia: An Overview. Reviews in Urology, <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1477638/>, 2005.

Local for the long haul

Dr. Phillips says that, for him, urology was “a natural fit. Urology provides the unique blend of instantly impacting a person’s life with a surgical cure, but at the same time allowing the physician-patient relationship to develop over many years. My grandparents moved to North County in the 1950s. My father grew up here. Moving here and practicing at Tri-City is like coming home. I feel like I am giving back to a community that my family has been part of since its inception.” ■



FREE Men’s BPH Lecture

with Q&A’s by Urologist Jason Phillips MD

**August 25, 2016
10-11am**

Carlsbad Senior Center
799 Pine Ave
Carlsbad, CA 92008

Learn about BPH treatments including options that don’t require ongoing medication or major surgery.

Call 855-222-8262 to RSVP.
Walk-ins welcome.

Does your support change lives? Just ask Paul...

Meet Paul. At age 31, he turned to Tri-City to help him fight back against a lifetime struggle with bipolar disorder. And his dad is back on track with a wellness program that may well be changing the course of his stage IV prostate cancer.



At Tri-City Hospital Foundation, your donations make a world of difference.

Thank you for keeping great healthcare close to home. ■

You Are Cordially Invited...

28th Annual Tri-City Hospital Foundation Golf Tournament

Monday, September 19, 2016
 11:30am Shotgun Start
 Vista Valley Country Club
 29354 Vista Valley Drive, Vista, CA 92084



An Evening with Jay Leno:
36th Annual Diamond Ball

Saturday, November 12, 2016
 Omni La Costa Resort & Spa
 2100 Costa Del Mar Road
 Carlsbad, CA 92009

For tickets, sponsorships, and pricing for the above events, go to www.tricityhospitalfoundation.org or call **Rosella at 760-940-3597**. *Diamond Ball tickets will sell out: Purchase early!*

Ease doubt, maximize what you leave behind, and minimize taxes:

Have An Expert Review of Your Estate Plan, Free

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Tri-City Hospital Foundation has teamed up with Ken Turpen, CFRE, of Thompson & Associates, to provide expert and unbiased values-based estate planning guidance that remains strictly confidential between you and Ken. Completely covered by the Foundation, it's our gift of gratitude to you. **To learn more and schedule an appointment**



Exclusive and confidential for Tri-City supporters: Ken Turpen, CFRE, offers personalized, values-based estate planning guidance this summer.

with Ken, call Glen or Danielle at 760-940-3370. Upcoming available dates: July 26th, August 30th, and September 27th. ■



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